

REASONS FOR PREFERRED THE WIRELESS PLAN

Q8B. Why do you prefer the Wireless Plan?

	Customers Preferring Wireless Option				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Seems more simplified/Can understand it better/Less complicated/Easier	25%	25%	25%	31%	24%
It is nice to know where you are calling/If you dial the new area code you know you are dialing a cellular phone/pager	10	12	9	12	23
Because you don't have to dial 10 digits all the time/If you dial 10 numbers for every call you make it would be too time consuming/Less numbers to dial	8	8	8	10	10
Everyone would not have to change, just people with cellular phones, and pagers	8	4	11	11	1
It makes more sense/More reasonable	5	7	3	3	4
It would be better/Sound better/I just like it better	5	1	7	2	4
It is pretty much what I am used to	4	3	5	2	1
(Sample Size)	(468)	(210)	(258)	(274)	(145)

NOTE: A complete listing of all responses can be found in The Data Tabulations.

QUESTIONS RAISED ABOUT REPROGRAMMING CHARGES

Respondent raised questions/concerns about reprogramming charges for the Wireless Option

	Customers Preferring Overlay Plan				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	10%	7%	13%	10%	16%
No	90	94	87	90	84
(Sample Size)	(198)	(93)	(105)	(102)	(43)*

**PREFERENCE FOR WIRELESS PLAN
WITH FREE REPROGRAMMING**

Q8C. If there was no charge for reprogramming cellular phones or pagers with the Wireless Plan, would this change your preference?

	Customers with Questions/Concerns about Reprogramming and Preferring Overlay Plan				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	20%	---	29%	40%	---
No	70	100%	57	50	86%
Don't know	10	---	14	10	14
(Sample Size)	(20)*	(6)*	(14)*	(10)*	(7)*

* Caution: Small Sample Size

June, 1994

**WHETHER CUSTOMER HAS ADDITIONAL
SUGGESTIONS REGARDING AREA CODE ADDITIONS**

Q9. Do you have any further suggestions or comments you would like to make about future area code additions?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	22%	21%	24%	25%	27%
No	77	79	76	75	74
Don't know	1	1	*	*	---
(Sample Size)	(803)	(401)	(402)	(440)	(200)

* Less than .5% response

ADDITIONAL SUGGESTIONS AND COMMENTS

Q9a. Additional suggestions/comments.

	Customers with Additional Suggestions/Comments				
	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Keep the present system/Leave all area codes as is/I like it the way it is	14%	12%	16%	12%	4%
Geographic boundaries would be better/It should be done geographically	13	11	16	17	28
Dialing 10 digits will be a hassle/This would be too many numbers	11	12	10	8	9
I don't think that the rates will stay the same/ What will it cost?/Don't charge extra	8	5	10	5	---
Keep the plan as simple as possible	8	7	8	9	13
If they need all these extra numbers, they should just add a couple of digits to the regular phone number/Add another digit, making an eight digit phone number	7	7	6	6	9
Change numbers for beepers/cellular phones and fax machines/should be a designated area code for cellular phones/pagers	6	10	3	8	6
(Sample Size)	(180)	(83)	(97)	(86)	(53)

SEPARATE TELEPHONE LINES IN HOME

QD1. How many telephone lines (with different numbers) do you have in your home?

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
One	77%	79%	75%	61%
Two	19	17	20	28
Three	4	3	4	8
Four or more	1	1	1	3
Don't know/Refused/NA	*	---	*	*
(Sample size)	(803)	(401)	(402)	(440)

* Less than .5% response.

NOTE: This question not asked of business respondents.

CUSTOMERS WITH PERSONAL COMPUTERS

QD2. Do you have a personal computer?

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
Yes	41%	47%	34%	60%
No	59	53	66	41
(Sample size)	(803)	(401)	(402)	(440)

NOTE: This question not asked of business respondents.

CUSTOMERS WITH MODEMS FOR PERSONAL COMPUTERS

QD2A. Do you have a modem for your personal computer?

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
Yes	46%	49%	42%	55%
No	51	47	52	43
Don't know	2	4	1	2
(Sample size)	(327)	(189)	(138)	(262)

NOTE: This question not asked of business respondents.

CUSTOMERS WITH CELLULAR OR MOBILE PHONES

QD3. Is your cellular or mobile phone number printed on your business card?
QD6. Business - Does your business use cellular or mobile phones?

	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	33%	41%	26%	100%	57%
No	67	59	74	---	42
Don't know/Refused/NA	*	1	*	---	2
(Sample size)	(803)	(401)	(402)	(440)	(200)

* Less than .5% response.

NOTE: This question not asked of business respondents.

PRIMARY USE OF CELLULAR OR MOBILE PHONE

QD3A. *Do you use your cellular or mobile phone primarily for business or for personal use?*

	Total Cellular Customers
Personal use	49%
Business use	23
Both	28
Don't know/Refused/NA	*
(Sample size)	(440)

NOTE: This question not asked of business respondents.

* Less than .5% response

CELLULAR MOBILE PHONE NUMBER ON BUSINESS CARD

QD3B. *Is your cellular or mobile phone number printed on your business card?*

	Consumers			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	24%	20%	29%	21%	20%
No	68	70	65	73	78
Don't have a business card	5	5	4	3	---
Don't know	4	5	2	3	3
(Sample size)	(132)	(81)	(51)	(222)	(113)

PERCENTAGE OF INBOUND CELLULAR MOBILE CALLS

QD3C. ...And what percentage of your cellular or mobile calls are inbound?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
None	19%	18%	19%	18%	4%
1% - 9%	15	15	14	18	14
10% - 19%	15	15	14	14	15
20% - 29%	12	12	13	13	14
30% - 39%	5	6	2	4	6
40% - 49%	3	3	2	3	3
50% or more	29	26	34	28	37
Don't know/Refused/NA	3	4	3	3	7
Mean	28%	27%	31%	28%	34%
(Sample size)	(266)	(163)	(103)	(440)	(113)

PERCENTAGE OF OUTBOUND CELLULAR MOBILE CALLS

QD3C. ...And what percentage of your cellular or mobile calls are outbound?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
None	6%	5%	8%	5%	1%
1% - 19%	5	4	6	6	3
20% - 39%	5	5	6	6	8
40% - 59%	14	14	16	13	26
60% - 79%	9	11	6	11	19
80% - 89%	11	10	12	10	9
90% - 99%	29	31	26	31	27
100%	18	17	19	17	3
Don't know/Refused/NA	3	4	2	2	8
Mean	71%	72%	68%	72%	66%
(Sample size)	(266)	(163)	(103)	(440)	(113)

CUSTOMERS WHO USE PAGERS

QD4. Do you have a pager?

	Consumer			Cellular Customers	Total Business
	Total General Population	(708) Area Code	(312) Area Code		
Yes	21%	19%	23%	35%	39%
No	79	81	77	65	59
Refused/NA	*	---	*	*	2
(Sample size)	(803)	(401)	(402)	(440)	(200)

* Less than .5% response

RESIDENTIAL DEMOGRAPHICS

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
AGE:				
18 - 29 years	21%	18%	24%	23%
30 - 39 years	23	22	23	27
40 - 49 years	23	24	21	24
50 - 59 years	12	13	10	15
60 - 69 years	9	9	9	7
70 years and over	10	10	10	2
<u>Combined Responses:</u>				
18 - 34 years	32	27	37	35
35 - 54 years	42	45	38	48
55 years and over	24	26	23	15
EDUCATION				
Grade school or less (Grade 1 - 8)	1%	1%	1%	*
Some high school (Grade 9 - 11)	6	5	7	2%
Graduated high school	25	25	25	20
Vocational school/Technical school	2	2	2	1
Some college - 2 years or less	18	15	21	17
Some college - more than 2 years	9	10	9	11
Graduated college	29	33	25	36
Post graduate work	10	10	11	12
(Sample Size)	(803)	(401)	(402)	(440)

* Less than .5% response

RESIDENTIAL DEMOGRAPHICS

Continued

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
EMPLOYMENT				
Employed and working full-time	56%	55%	57%	64%
Employed and working part-time	10	12	8	11
Self-employed	4	4	4	8
Unemployed	4	4	5	3
Retired	16	16	15	5
Homemaker	6	7	5	5
Temporarily laid off	*	*	1	---
Disability	1	1	1	*
Student	2	1	3	1
Other	1	1	1	1
MARITAL STATUS				
Single	32%	24%	40%	28%
Married	49	60	37	62
Divorced	7	6	9	5
Separated	2	1	4	1
Widow/Widower	10	9	11	4
(Sample size)	(803)	(401)	(402)	(440)

* Less than .5% response

RESIDENTIAL DEMOGRAPHICS

Continued

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
SPOUSE'S EMPLOYMENT STATUS				
Employed and working full-time	59%	59%	58%	69%
Employed and working part-time	9	10	7	6
Self employed	5	3	8	10
Unemployed	3	4	1	2
Retired	14	14	14	6
Homemaker	9	9	9	6
Disability	1	•	2	1
Student	1	•	1	---
Other	•	•	---	---
(Sample Size)	(390)	(242)	(148)	(273)
CHILDREN IN HOUSEHOLD				
Yes	37%	41%	33%	46%
No	63	59	67	54
LENGTH OF TIME AT CURRENT ADDRESS				
Less than 1 year	12%	9%	14%	7%
1 - 5 years	34	32	37	35
6 - 10 years	17	20	13	21
Over 10 years	35	37	34	35
All my life	2	2	2	3
(Sample size)	(803)	(401)	(402)	(440)

* Less than .5% response.

RESIDENTIAL DEMOGRAPHICS

Continued

	Consumers			Cellular Customers
	Total General Population	(708) Area Code	(312) Area Code	
RACIAL/ETHNIC HERITAGE				
White	65%	86%	45%	74%
African American	22	4	40	17
Hispanic	5	3	8	3
American Indian	1	*	1	1
Asian	3	2	3	2
Other	3	4	1	1
1993 HOUSEHOLD INCOME				
Under \$10,000	5%	2%	9%	1%
\$10,000 - \$20,000	12	6	17	3
\$20,000 - \$30,000	17	13	22	9
\$30,000 - \$40,000	15	14	16	10
\$40,000 - \$50,000	10	11	9	13
\$50,000 - \$60,000	9	12	5	9
\$60,000 - \$70,000	6	8	4	9
\$70,000 - \$80,000	5	6	3	8
\$80,000 - \$90,000	3	4	3	7
\$90,000 - \$100,000	1	2	1	4
\$100,000 or more	6	9	4	16
GENDER				
Male	40%	40%	40%	42%
Female	60	60	60	58
(Sample size)	(803)	(401)	(402)	(440)

* Less than .5% response

BUSINESS DEMOGRAPHICS

	TOTAL
TITLE**	
President/Owner	37%
Manager/Office	25
Manager/Operations	
Manager/Project	
Manager/Business Manager	
Secretary/	10
Secretary-Treasurer	
Administrative Assistant	4
Bookkeeper/	3
Accounts Payable	
Vice President	3
Medical-Physician/Dentist	3
NUMBER OF EMPLOYEES	
Under 20 employees	78%
20 - 49 employees	10
50 - 99 employees	7
100 - 249 employees	4
250 - 499 employees	1
500 or more employees	1
NUMBER OF TELEPHONE LINES	
1 - 5 Lines	71%
6 - 10 Lines	16
11 - 20 Lines	9
More than 20 Lines	3
(Sample size)	(200)

NOTE: **A complete listing of responses can be found in The Data Tabulations.

ICC Docket No. 94-0315
Ill. Bell Ex. 1.9
(Submitted 9/2/94)

Schedule for return of NPA 708 code equivalents

Year	1995				1996				1997				1998				1999				Total
Quarter	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Ameritech																					
Cellular	1	2	3	0	2	2	2	0	2	3	3	0	2	2	2	0	0	0	0	4	30
Cellular																					
One	1	3	4	0	5	5	5	0	6	6	7	0	4	4	4	0	0	0	0	6	60

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
PERCENTAGE OF CELLULAR PHONE USAGE INBOUND	
None	4%
1% - 9%	14
10% - 19%	15
20% - 29%	14
30% - 39%	6
40% - 49%	3
50% - 59%	20
60% - 69%	5
70% - 79%	4
80% - 89%	4
90% - 99%	3
100%	1
(Sample size)	(574)

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
PERCENTAGE OF CELLULAR PHONE USAGE OUTBOUND	
None	1%
1% - 9%	1
10% - 19%	2
20% - 29%	5
30% - 39%	3
40% - 49%	5
50% - 59%	20
60% - 69%	6
70% - 79%	11
80% - 89%	9
90% - 99%	27
100%	3
(Sample size)	(113)
USE OF PAGERS	
Yes	39%
No	59
(Sample size)	(200)

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
NUMBER OF CELLULAR PHONES	
One phone	30%
Two phones	21
Three phones	13
Four phones	8
Five phones	5
6 - 10 phones	12
11 - 20 phones	5
More than 20 phones	4
NUMBER PRINTED ON BUSINESS CARDS	
Yes	20%
No	78
(Sample size)	251

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
PRIMARY BUSINESS ACTIVITY**	
Services/Consultant	27%
Retail sales	19
Construction/Contracting	10
Health care	10
Manufacturing	10
Wholesale/distributor	7
NUMBER OF YEARS IN BUSINESS	
1 year or less	3%
1 - 5 years	14
6 - 10 years	19
11 - 20 years	24
More than 20 years	40
USE OF CELLULAR PHONES	
Yes	56%
No	42
(Sample size)	1200

NOTE: **A complete listing of all responses can be found in The Data Tabulations.

BUSINESS DEMOGRAPHICS

	TOTAL
TITLE **	
President/Owner	37%
Manager/Office	25
Manager/Operations	
Manager/Project	
Manager/Business Manager	
Secretary/ Secretary-Treasurer	10
Administrative Assistant	4
Bookkeeper/ Accounts Payable	3
Vice President	3
Medical-Physician/Dentist	3
NUMBER OF EMPLOYEES	
Under 20 employees	78%
20 - 49 employees	10
50 - 99 employees	7
100 - 249 employees	4
250 - 499 employees	1
500 or more employees	1
NUMBER OF TELEPHONE LINES	
1 - 5 Lines	71%
6 - 10 Lines	16
11 - 20 Lines	9
More than 20 Lines	3
(Sample size)	(200)

NOTE: **A complete listing of responses can be found in The Data Tabulations.